

ROUs: 1110 / 1210 / 1310 / 1710

*Distribute to RJR Managers w/Chain responsibility  
for chains on attached Excel spreadsheet*

Sales		Retail	
1221		1222	
1223		1223	
1224	S		
1225			
1226			
1227			
1228			
1229			
1230	AE		EC
1231			FA
1232			
1233			
1234	JM, FP	RSM	REM

51853 4950

# **RJ REYNOLDS**

TOBACCO COMPANY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR

8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145

February 6, 1998

RJR Account #375878  
P. Cox  
McLANE-NORTHEAST

**MARCH: WINSTON B2G1F PROMOTION #800115**

Dear Paul:

We have placed orders for *Winston B1G1F* product, and 'Live' product, as listed to pack and ship this promotion to your participating retail accounts (Note: This is not a pre-sleeved promotion). 1650 SKUs of Displays (item #538994) have been ordered to Consolidated Industries to pack this Promotion.

**Product PO Numbers:**

PO Number	Product / State	#/Cases Per Style			\$ Amount
		FF BOX	LT BOX	ULT LT BOX	
	UPC Code	12300-11226	12300-11926	12300-70326	
ER2875-01	B1G1F / CT	2	4	2	\$875.79
ER2876-01	B1G1F / MA	3	6	3	\$845.69
ER2877-01	B1G1F / NH	1	2	1	\$515.90
ER2878-01	B1G1F / NJ	2	4	2	\$515.79
ER2879-01	B1G1F / NY	19	38	19	\$7,636.04
ER2880-01	B1G1F / OH	2	4	2	\$1,187.79
ER2881-01	B1G1F / PA	25	50	25	\$13,797.42
ER2882-01	B1G1F / RI	1	2	1	\$311.90
	<b>TOTALS</b>	<b>55</b>	<b>110</b>	<b>55</b>	<b>\$25,170.53</b>
ER2883-01	'LIVE' Product	14	55	28	<b>\$42,763.59</b>

**\$67,934.12**

**PARTNERS 'BONUS' REPORTING DESCRIPTION: 'WIN MAR B2G1F'**

Product Arrival:	<b>February 23, 1998</b>
Shipper Displays Arrival (Consolidated):	<b>February 26, 1998</b>
Ship Date to Retail:	<b>Week of March 16, 1998</b>

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McLane NE  
B2G1F

Item #538994 (Displays)

SKU CUBE :

1.6700

SKU WT (w/o Product):

4.5000 lbs

Retail Sales Offer per Sku:

20 Offers

Billing per Sku:

4 Full Price Cartons

**PROMOTION DESCRIPTION:** SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'.  
OPEN WINSTON B2G1F SHIPPING CASE. REMOVE RED CARDBOARD INSERT AND PLACE ONE  
B1G1F OFFER INTO EACH WINSTON STYLE-SPECIFIC SLEEVE. ADD ONE 'LIVE' WINSTON  
PACK OF SAME STYLE TO OFFER. PLACE RED CARDBOARD INSERT BACK INTO CASE AND SHIP  
TO RETAILER.

**BRAND STYLES:** WINSTON FF BOX / WINSTON LT BOX / WINSTON ULT LT BOX

**DISPLAY BRAND LOAD:**

**\* 4 CARTONS:**

2 WINSTON LT BOX / 1 WINSTON FF BOX / 1 WINSTON ULT LT BOX

EACH DISPLAY WILL CONTAIN TWENTY (20) B2G1F OFFERS.

A list of accounts authorized to receive packed displays is attached. RJR will  
reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail  
on a timely basis. This equates to \$3,080.00 (110 (12M) cases @ \$28.00).

If you have any questions, please contact me. As always, thanks for your  
assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell

Promotional Coordinator / 1610

/jc

cc: L. E. MacWilliams

cc: R. Moore / McLane

1610: DK / SS / RMD

1000: J. Piscitelli

1340: J. Rago

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**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to  
account.

VAPB2G1F.DOC

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McLANE-NORTHEAST (#375878): CIGARETTE DISPLAYS BY STATE

ROUs: 1110 / 1210 / 1310 / 1710 - DISTRIBUTE TO APPROPRIATE RJR CHAIN MANAGERS

McLANE NE

MARCH: WINSTON B2G1F PROMOTION #800115

RETAIL DISTRIBUTION DATE: 3/16/98

RETAIL DISTRIBUTION DATE: 3/16/98				NUMBER OF DISPLAYS PER GROUP PER STATE													
CHAIN NAME	NO. OF STORES	#/ DISPLAY UNITS TO SHIP TO EACH ACCOUNT	TOTAL #/ DISPLAYS	CT	DE	MA	MD	ME	NH	NJ	NY	OH	C U Y A H O G A	PA	RI	VT	
A-PLUS/ SUNOCO	308	See List	377		2	10			2	13	97			251	2		
BP OIL	44	See List	85											85			
BRADFORD MINI MART	7	1	7						4							3	
COASTAL MART	38	See List	76							22				54			
COOKS CONVENIENT	6	See List	9								9						
COUNTRY FAIR	69	See List	275								8	32		235			
CONV EXPRESS	5	See List	11								11						
EXPRESS MART	41	See List	52								52						
HESS MART	53	See List	97							3	80			14			
HESS STATION	146	See List	216	1		3				23	104			80	5		
J MART	8	1	8								8						
KRAUSZERS	13	See List	34	34													
MANLEY'S	11	See List	13								13						
MOBIL / ON THE RUN	92	See List	140	15		24			20	22	51				8		
QUICKWAY	29	See List	33								33						
7/11 - HANDEE MART	27	See List	70									3	32	35			
STARENTERPRISE	25	1	25							12				13			
SUGARCREEK	73	1	73								73						
SUNRISE FOODS	16	See List	17								17						
INDEPENDENTS & SMALL CHAINS	27	See List	32	1		6	2		2	4	12			5			
TOTALS	1038		1650	51	2	43	2	0	28	99	568	35	32	772	15	3	